LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 240 (WETZEL)—Req. No. 11842—1 page—(7 x 10 inches)—4/c—National Magazines, 1975 (A)
Printed in U.S.A.

Introducing the Saratoga idea:

Enjoy smoking longer without smoking more.

Saratoga 120's.

That's the Saratoga idea.

More puffs than 100's. Tailored longer and slimmer than 100's, so you enjoy extra smoking time, extra smoking pleasure, without smoking more cigarettes.

Priced no more than 100's. And Saratoga 120's are rich, full-flavor cigarettes made from a fine blend of tobaccos.

More than just a new brand. Saratoga 120's are a whole new idea in smoking pleasure. Because now you can enjoy smoking longer without smoking more. Look for them in the new 120 mm crush-proof box.

Menthol and Regular.

Saratoga 120's

Standard 100's

"I like this white 120. If I wanted a brown smoke, I'd buy a cigar."

16 mg. "tar," 1.1 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

2061192620
Source: https://www.industrydocuments.ucsf.edu/docs/qjwp0003
2061192620